



## Careers in Retail Week 4 – Communication and Soft Skills

### Scripture

#### Acts 17:22-24, 32

22 So Paul, standing in the midst of the Areopagus, said: "Men of Athens, I perceive that in every way you are very religious. 23 For as I passed along and observed the objects of your worship, I found also an altar with this inscription, 'To an unknown god.' What therefore you worship as unknown, this I proclaim to you. 24 The God who made the world and everything in it, being Lord of heaven and earth, does not live in temples made by man" ...Now when they heard of the resurrection of the dead, some mocked. But others said, "We will hear you again about this."

### Thought for Today

The apostle Paul shows in this passage that he is a master communicator. The setting for this speech is the hill in Athens dedicated to the Greek god of war, Ares. As Paul walks around the hill, he finds an opportunity to share the message God has given to him.

Notice the variety of techniques he uses to communicate his message effectively.

- He begins by affirming his audience ("I perceive in every way you are very religious").
- He bridges the gap between him and his hearers by talking about things they were familiar with (an altar with this inscription)
- He enlarges their vision of God
- He uses inclusive language
- He cites their own poets
- He gives them clear action steps

Through effective communication, Paul builds a relationship with an unfamiliar audience and shares with them a message they might never have been willing to listen to otherwise.

While the communication of the message is worth looking at, we cannot ignore the content of the message itself. What Paul proclaims is the message that the God of this universe sent his son to die and rise three days later so the entire world might have eternal life too.

### Question for Reflection

What stood out most to you about Paul's speech? What about his speech did you find effective?

Why is that message worth communicating?

### For Further Study

Acts 17:16-34